

CALIFORNIA BRT PROJECTS

FACT SHEET

Transit Operator: Santa Monica Big Blue Bus, City of Santa Monica
Contact: Stephanie Negriff, Santa Monica Big Blue Bus, City of Santa Monica
Project Name: Rapid Blue
Project Location: Santa Monica, 8-mile stretch of Lincoln Blvd. from downtown Santa Monica to Los Angeles International Airport and Metro's Green Line light rail station, through the beach cities of Santa Monica, Venice, Playa Vista and Marina del Rey.
Status: Service to begin on June 27, 2005

Scheduled to launch June 27th, 2005, the "Rapid Blue" will be the first municipal-run Bus Rapid Transit (BRT) system in Los Angeles County. It is part of the LA County BRT network that is gradually being expanded and will consist of 28 lines in 2008. The service will run in mixed-flow operation on one of the area's busiest thoroughfares to other major transportation hubs around the county. The new buses are expected to transport passengers up to 30% faster than regular buses along the heavily traveled and densely populated 8-mile stretch of Lincoln Boulevard, which typically carries thousands of passengers a day. The route will begin in downtown Santa Monica and end at Los Angeles International Airport and Metro's Green Line light rail station, taking riders through the beach cities of Santa Monica, Venice, Playa Vista and Marina del Rey. The current bus line along this same stretch connects upwards of 800 bus riders a day with Metro's Green Line station.

The new, fully integrated Rapid Blue bus line will incorporate the following state-of-the-art elements:

- Newly designed lower-floor buses for speedy passengers loading and unloading
- Cleaner burning and less polluting buses running on liquefied natural gas (LNG)
- Transit Signal Priority (TSP) technology to keep green lights green longer for approaching buses
- Limited number of stops to reduce overall commuting time
- New logo and branding on buses and bus shelters to maximize visibility and recognition
- One-way fare: 75 cents

The city of Santa Monica is planning to open additional BRT lines in the future and to implement dedicated bus lanes to further expedite travel times.